

ORDINANCE #21-24

**ORDINANCE OF THE BOROUGH OF BROOKLAWN,
COUNTY OF CAMDEN AND STATE OF NEW JERSEY
AMENDING CHAPTER 121, SIGNS, IN THE CODE OF THE
BOROUGH OF BROOKLAWN**

BE IT ORDAINED by the Mayor and Borough Council of the Borough of Brooklawn, County of Camden, and State of New Jersey, that Section 4 of Chapter 121, Signs, in the Code of the Borough of Brooklawn, is amended as follows:

ARTICLE I. SECTION 121-4 Permit requirements.

- A. Retained in its entirety.
- B. Retained in its entirety.
- C. Area of signs.

(1) Signs in A Residential Districts. In residential districts, no signs shall be permitted except the following:

(a) One nameplate not more than two square feet in area bearing the name and profession or home occupation of a person residing on the premises.

(b) One temporary sign not exceeding six square feet in area pertaining to the lease or sale of the lot or building on which it is placed.

(c) A sign or bulletin board not exceeding 12 square feet in area erected upon the premises of a church or other nonprofit institution for the purpose of displaying the name and activities thereof or the services therein provided. Any sign or nameplate permitted by this

subsection shall be at least 15 feet back from the curbline or five feet back from the street line if there is no curb. The maximum height of any sign shall be eight feet.

(2) Signs in B Commercial Districts. In commercial districts, no signs shall be permitted except the following:

(a) Signs permitted in the A Residential Districts.

(b) A commercial establishment may have one sign located on or attached to the principal facade of said commercial building on each street frontage. The sign shall not project more than six inches beyond the building line. The sign shall not exceed either 15% of the principal facade area, including window and door area on which or in front of which they are displayed, or 40 square feet, whichever is smaller.

1. In Block 101, Lots 2, 3, 5, and 6 of the Brooklawn Redevelopment Area only, a commercial establishment may have one sign located on or attached to the principal facade of said commercial building on each street frontage. If a building entrance does not face the site frontage, a sign may be attached to the facade above the entrance, provided that the total number of wall signs does not exceed the total number of street frontages. The sign shall not project more than six inches beyond the building line. The sign shall not exceed either 20% of the principal facade area, including window and door area on which or in front of which they are displayed, or 80 square feet, whichever is smaller.

2. In Block 105, Lot 2 of the Brooklawn Redevelopment Area only, a commercial establishment may have two (2) facade signs on each street frontage and non-street frontages not exceeding 15% of the principal facade areas with a total combined area of 50

square feet.

(c) One freestanding sign may be installed for each street frontage with a maximum of two signs that contains direct vehicular access from that street. The sign shall be no larger than one square foot of sign per two linear front footage of building with a maximum of 50 square feet. The sign shall not exceed a height of 25 feet nor be lower than a height of six feet from grade level. A freestanding business sign shall be located in the front yard and shall not be closer to the side yard lot lines than the required side yard.

1. In Block 101, Lots 2, 3, 5, and 6 of the Brooklawn Redevelopment Area only, one freestanding sign may be installed for each street frontage with a maximum of two signs that contains direct vehicular access from that street. The sign shall be no larger than one square foot of sign per two linear feet of lot frontage with a maximum of 100 square feet. The sign shall not exceed a height of 25 feet. A freestanding business sign shall be located in the front yard and shall not be closer to the side yard lot lines than the required side yard.

2. In Block 105, Lot 2 of the Brooklawn Redevelopment Area only, a combined total of five (5) freestanding signs are permitted: one (1) business sign, two (2) pre-browse menu board signs and two (2) 2-panel outdoor display menu board signs with a total combined area of 115 square feet, four (4) freestanding signs at a height of 22 inches (pre-browse menu board signs) and 13 inches (2-panel outdoor display menu board signs) from grade level and, one (1) freestanding business sign located in the front yard with an offset 10 feet from the property line and within the 15 feet minimum side yard, if the side yard was required and is all other areas.

(d) The area on one side of a directional sign shall not exceed 32 square

feet. Directional signs shall not contain advertising and may be installed only on the lot to which it relates. The maximum height of the bottom of a directional sign shall be three feet. The number of directional signs shall not exceed the number of approved entrances and exits.

1. In Block 101, Lots 2, 3, 5, and 6 of the Brooklawn Redevelopment Area only, the area on one side of a directional sign shall not exceed 32 square feet. Directional signs shall not contain advertising, aside from a commercial logo or advertising symbol, and may be installed only on the lot to which it relates. The maximum height of the bottom of a directional sign shall be three feet. The number of directional signs shall not exceed the number of approved entrances and exits.

2. In Block 105, Lot 2 of the Brooklawn Redevelopment Area only, directional signage is permitted in the total combined area of 67 square feet containing advertising with a maximum height to the bottom of the directional sign of 12 feet with a total of nineteen (19) directional signs.

(e) Retained in its entirety.

(f) Retained in its entirety.

(g) Retained in its entirety.

3. Retained in its entirety.

4. Retained in its entirety.

5. Retained in its entirety.

6. Retained in its entirety.

7. Illuminated signs.

(a) In Block 101, Lots 2, 3, 5, and 6 of the Brooklawn Redevelopment Area only, wall signs, freestanding signs, instructional signs, awning signs and canopy signs may be internally or externally illuminated. LED lighting may be permitted for fuel pricing.

(b) In Block 105, Lot 2 of the Brooklawn Redevelopment Area only, wall signs, freestanding signs, directional signs may be internally or externally LED illuminated.

D. Electronic message center signs (EMC) and digital signs.

(1) Retained in its entirety.

(2) Retained in its entirety.

(3) EMCs and digital signs shall conform to the following standards of operation:

(a) Retained in its entirety.

(b) Retained in its entirety.

(c) All images, symbols and messages displayed on the sign's face shall change from one image to the next by a dissolve transition method, not an abrupt change between images. In Block 105, Lot 2 of the Brooklawn Redevelopment Area only, drive-thru pre-browse board signs are permitted to change on an average every eight (8) seconds.

(d) Retained in its entirety.

(e) Retained in its entirety.

(f) Retained in its entirety.

(g) Retained in its entirety.

(4) Retained in its entirety.

(5) Retained in its entirety.

(6) Retained in its entirety.

(7) Retained in its entirety.

ARTICLE II.

All Ordinances contrary to the provisions of this Ordinance are hereby repealed to the extent that they are inconsistent herewith.

ARTICLE III.

This Ordinance shall take effect upon passage and publication according to law.

THE BOROUGH OF BROOKLAWN

BY: _____
JERRY D. GRANSTROM, MAYOR

ATTEST:

RYAN GILES, BOROUGH CLERK

The foregoing ordinance was introduced by Mayor and Council at a meeting held on September 16, 2024. This Ordinance will be considered for adoption on final reading and public hearing to be held on October 21, 2021 at 6:30 p.m in the Council Meeting Room, Brooklawn Borough Hall, 229 Trenton Avenue, Brooklawn, New Jersey.

The purpose of this Ordinance is to create an overlay zone for Block 105, Lot 2 of the Brooklawn Redevelopment Area only, consistent with the Redevelopment Plan for the Brooklawn Redevelopment Area in the Borough of Brooklawn. A copy of this Ordinance is available at no charge to the general public between the hours of 8:30 AM to 4:30 PM, Monday through Thursday (Legal Holidays excluded), at the Office of the Borough Clerk, Brooklawn Borough Hall, 301 Christiana Street, Brooklawn, New Jersey.